

Seat No. : _____

AB-163

April-2019

T.Y. M.B.A. Integrated, Sem.-VI

Business English

Time : 2:30 Hours]

[Max. Marks : 70

1. Define the term etiquette. What key points of cultural differences should be kept in mind while dealing with a foreign businessman ? 14

2. (A) Imagine yourself as a country manager for a multinational country, about to interview a candidate on the phone. How do you think a telephonic interview will differ from a normal interview in terms of preparation required, choice of question, etc.? 5

- (B) Draft a resume as a commerce graduate which you may use for applying for the post of Account Assistance or Clerk in a commercial organization. 5

- (C) **Based on the following outline draft a précis in about 80 words. Give appropriate title.** 4
We all know what we mean by a "good" man. The ideally good man does not drink or smoke, avoids bad language, converses in the presence of men only exactly as he would if there were ladies present, attends church regularly and holds the correct opinion on all subjects. He has a wholesome horror of wrongdoing and realizes that it is our painful duty to castigate sin. He has a still greater horror of wrong thinking, and considers it the business of the authorities to safeguard the young against those who question the wisdom of the views generally accepted by middle-aged successful citizens. Apart from his professional duties, at which he is assiduous, he spends much time in good works: he may encourage patriotism and military training; he may promote industry, sobriety and virtue among wage earners and their children by seeing to it that failures in these respects receive due punishment; he may be a trustee of a university and prevent an ill-judged respect for learning from allowing the employment of professors with subversive ideas. Above all, of course, his "morals" in the narrow sense must be irreproachable.

3. (A) Discuss the importance and advantages of listening in communication. 7

OR

What are the five important aspects to be considered while planning for your business presentation ?

- (B) Write Brief Note : (Any **One**) 7
1. Different types of listening.
 2. Barriers to effective speaking.
4. (A) Write a letter to the Chairman of Municipal Corporation complaining about the poor conditioning of streets and lights. 5
- (B) Write a letter to the general insurance company inquiring about the insurance rate for your hardware company. 5
- (C) Mention the guidelines you would follow in handling correspondence with a bank. 4
5. (A) Discuss the attitude of the following businessmen to the practice of giving gifts as mementos - 7
1. Arabs
 2. Italian and Spanish
 3. Japanese
 4. Indians

OR

Give effective vocabulary of the following words and make meaningful sentence on the answer :

1. Unpleasant
 2. Brave
 3. Dangerous
 4. Fair
 5. Moody
 6. Declare
 7. Observe
- (B) One word substitutes : (Any **Seven**) 7
1. A geometrical figure with eight sides _____.
 2. A man of lax moral _____.
 3. A man with abnormal habits _____.
 4. A mournful poem or a song _____.
 5. A person of good understanding knowledge and reasoning power _____.
 6. A person who pretends to be what he is not _____.
 7. A person without training or experience in a skill or subject _____.
 8. A person not sure of the existence of God _____.